

Jamia Hamdard
School of Management and Business Studies
Department of Management
Even Semester Examination - August 2023
BBA-IV- Semester
BBA-DS-102 & Managing Tourism Services

Roll No...

Duration: 3 Hour

Max.Marks -75

Section A - Short Answer

(5X6=30)

Note: Attempt any Six Questions, All questions carry equal marks

- Q1: Define tourism and explain origin and development of tourism in India.
- Q2: Discuss the basic element of Leirper's model of tourism system
- Q3: "Medical tourism is growing in India". What is your views on this statement?
- Q4: Write short note on PATA and its objectives.
- Q5: Outline the priorities of World Tourism Organization
- Q6: Tourism products are inseparable and perishable. "Comment"
- Q7: Write-down the history of Religious & Spiritual Centre in India
- Q8: What is MICE Tourism. Why it is getting popularity now.?
- Q9: Explain the five traveler's personality types proposed by Stanley Plog's.

Section B-Long Answer

(15X3=45)

Note: Attempt any Three Questions; All questions carry equal marks

- Q1: "Tourism is an engine of economic growth of India as well a world" Discuss this statement in your words.
- Q2: Describe the roles and functions of Ministry of Tourism in detail.
- Q3: Explain Butler's tourist area life cycle(talc) with diagram.
- Q4: Discuss the characteristics and forms of tourist products.
- Q5: What are the various functions of a travel agency. Examine the roles of travel agency in tourism development.
- Q6: Write short note on
 - (i) World Tourism & Travel Council, (WTTC)
 - (ii) ITDC
 - (iii) Inbound and outbound tourism